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Date: 7/11/2013 5:21:01 PM

Subject: West Lake Media Support

Hi Chris,

Please ensure that OPA's input to Ron's team on relevant media always includes your appraisal (and examples, where useful) of material appearing on social media sites. I leave it to you and Hattie to determine the best way to harvest those s/m products for your use and appraisal as part of your regular contributions to the team.

thx

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